

## CLAIMS

We claim:

1. A method for performing business training communications, comprising the steps of:

- (a) determining a targeted business;
- (b) performing a needs analysis to determine a plurality of recipient events in accordance with said targeted business;
- (c) determining a plurality of business training messages in accordance with said plurality of determined recipient events;
- (d) providing an animation for each of said business training messages in accordance with said plurality of determined business training messages to provide a plurality of animation systems;
- (e) providing said plurality of animation systems to a message user;
- (f) determining a recipient event and a targeted message recipient by said message user;
- (g) selecting an animation system of said plurality of animation systems in accordance with said recipient event and said business training message of said selected animation system; and
- (h) applying said selected animation system to said targeted recipient by said message user.

2. The method for performing business training communications of Claim 1, wherein step (h) comprises the further step of transmitting an email directly to said targeted recipient.

3. The method for performing business training communications of Claim 2, including the step of providing animation files wherein step (h) comprises the further step of transmitting said animation files to the location of said targeted recipient.

4. The method for performing business training communications of Claim 3,  
5 comprising the further step of loading and displaying said animation files using animation programming disposed at said location of said targeted recipient.

5. The method for performing business training communications of Claim 1, comprising the further steps of:

(a) providing a digital file containing indicia of at least a portion of said selected animation system to said user; and

(b) applying a visual representation of said portion of said selected animation system to said targeted recipient.

6. The method for performing business training communications of Claim 5, comprising a poster for applying said visual representation of said portion of said selected animation system to said targeted recipient.

7. The method for performing business training communications of Claim 5, comprising a power point presentation for applying said visual representation of said portion of said selected animation system to said targeted recipient.

8. The method for performing business training communications of Claim 1,  
20 wherein step (e) comprises the further step of providing said plurality of animation systems to said message user by way of the internet.

9. The method for performing business training communications of Claim 1, wherein step (e) comprises the further step of providing said plurality of animation systems to said message user by way of a tangible recording medium.

10. The method for performing business training communications of Claim 9, wherein said tangible recording medium comprises a CD-ROM.

11. The method for performing business training communications of Claim 9, comprising the further step of selecting from said plurality of animation systems by said message user a further plurality of animation systems for applying the animation systems of said further plurality of animation system to at least one message recipient in accordance with a message user objective.

12. The method for performing business training communications of Claim 11, comprising the further step of selecting further plurality of animation systems by said message user in accordance with a single training objective.

13. The method for performing business training communications of Claim 11, comprising the further step of selecting animation systems by said message user in accordance with a plurality of training objectives.

14. The method for performing business training communications of Claim 1, wherein said recipient event of step (g) comprises an event specific to said targeted employee.

15. The method for performing business training communications of Claim 14, wherein said recipient event of step (g) comprises an employee specific positive reinforcement event.

16. The method for performing business training communications of Claim 14, wherein said recipient event of step (g) comprises an event comprises an employee specific negative reinforcement event.

17. The method for performing business training communications of Claim 1, wherein said recipient event of step (g) comprises an event specific to a plurality of

employees.

18. The method for performing business training communications of Claim 1, comprises the further step of applying said selected animation system to said target recipient by way of the internet.

5 19. The method for performing business training communications of Claim 12, comprising the further step of selecting said further plurality of animation systems by said message user from a catalog of system animations provided to said message user along with the providing of step (e).